





Agenda

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Opening Prayer

*Loving God, we do good work, important work.
Instill in us a spirit of gratitude for the good work we do – together. Help us to see
you, God, in those we serve.
Fill us all with faith, hope and love as we continue to build your Kingdom.
Unite us. Inspire us. Sustain us.
Help us to—together—see you and seek you in all that we do.
For this we pray, in the mighty name of Jesus.
Amen.*

Offertory



“The more we connect money and discipleship the healthier our church finances will be.”

“When we successfully connect discipleship and giving, the money always follows. When we just aim for money, we miss out on both.”

~ChurchMoney

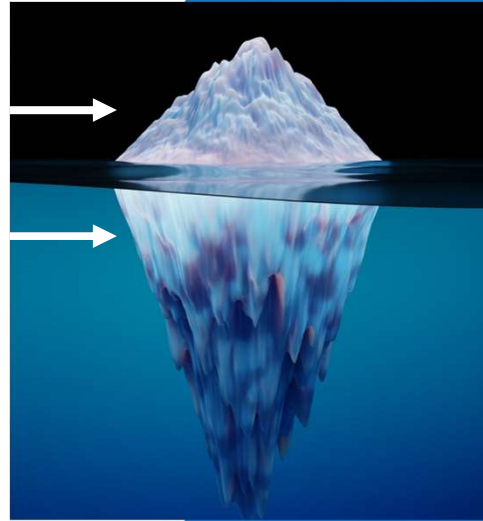
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Tom Corcoran

Church of the Nativity in Timonium, MD

Offertory

Offertory is Down

Welcoming
Faith growth
Gratitude
Customer Service
Communication



Offertory being down or flat is just the tip of the iceberg.

Where do we start?



- **Welcoming**
 - Take a fresh look at your welcoming of the parishioners and visitors. Does someone greet them? Or are they handed an order of worship with no greeting?
- **Faith Growth**
 - Are there a variety of ways for each parish member to grow in their faith? To pursue a deeper relationship with Jesus Christ?
- **Gratitude**
 - Banners, Signs, Bulletin, FlockNote, Pulpit messages saying things like: "Thank You!" "We appreciate You!"

Welcoming - Addressing how parishioners are welcomed is a FANTASTIC place to start.

Faith Growth – this is so needed in our parishes. We have people who are a 10 out of 10 in their Catholic Identity and those who are at a 1. Are there ways for EVERYONE to be drawn closer and closer to the heart of Jesus?

Gratitude – You cannot say Thank You enough. Think of other charities you support after you support your parish. How many times do they say thank you? How do they show their gratitude for your support? We have lots of room to grow in this area! And how are they thanked when they make a donation? Is the process formalized? First time donors should have special treatment and be acknowledged with a phone call from Father or staff or another key person in addition to an email or letter or card.

Where do we start?



- “Customer Service”
 - How are the parishioners being served? Is it easy to contact the staff with questions? Are new parishioners welcomed personally and invited to give of their time, talent and treasure?
- Communication
 - How is your website? Is it easy to find Mass Times, Reconciliation options or Adoration times? Is it easy to donate online? Is it clear how to register with the parish? Are money asks the only piece mailed?

Customer Service – pardon the term but it best conveys what is needed – we as church – need to provide excellent customer service to our parishioners all the time. Especially so for new parishioners. How accessible is the staff? Would a parishioner know who to contact with a question or a need?

Communication – your website is THE KEY to bring in new parishioners AND serve your existing parishioners. Mass times & how to donate must be readily available and not hidden. Keeping your website up to date in all ways – pictures, events, holy day Mass times – making it the ONE source for everyone to find what they need to know.

Clear Communication is Key

- Speak to how the Church and the Parish is so very needed in our world today to bring people to Christ and to be a beacon of hope and peace – and use words when needed!
- Share how their funds are being used and the great impact of their giving with stories – not just numbers.
- Highlight how lives are being changed in the church and in the community BECAUSE of the gifts received.
- Celebrate successes!



Stewardship is all about clear, consistent communication!

People must know how their support is being used to impact the community and the world.

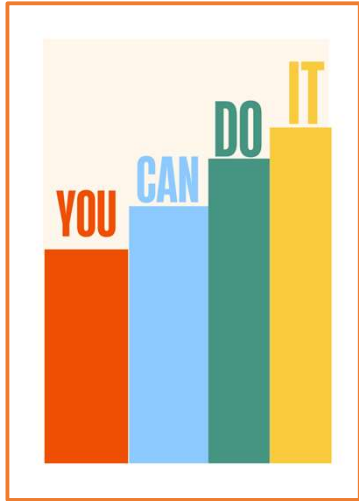
Leverage every possible way you can to communicate with parishioners.

Annual report mailing – include MORE than numbers – bookmark idea – charts over numbers with the numbers ready for those who want them.

Monthly/Quarterly newsletter – share a story pointing out it is their contributions making this change

Facebook or Social Media – point out the number of new members or the number of meals served to those in need – the pounds of food donated to a food pantry.

I have an editable Excel spreadsheet I can share with you to help map out your stewardship plan and LOTS of ideas. Call or email me!



When you

- Welcome everyone
- Communicate clearly
- Share the impact of their giving
- Thank Profusely
- Provide attentive care
- Meet the needs of the community
- Help parishioners grow in their faith

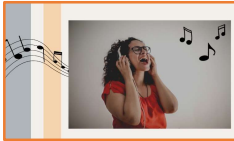
You CAN grow the Offertory.

Sometimes, the answer to our need for an increase in Offertory is right in our pews! Helping people understand the good they are doing with their giving, thanking them and even spoiling them with excellent service, growing them closer to God helping them know how needed our parishes are in the world we live in – all of these can help a \$100 monthly donor move to a \$125 monthly donor. Or move someone not currently supporting the parish to START supporting the parish.

Stewardship & Evangelization go hand in hand!

Caution!

Stewardship is **MORE** than Offertory!



“When we successfully connect discipleship and giving, the money always follows. When we just aim for money, we miss out on both. ”



PLEASE DO NOT let the only time parishioners hear the word “stewardship” be when you are asking for money!

As many of you can attest – I am not a fan of the actual word Stewardship. For many, the word itself means money which is not fair – there is SO much more to true Christian Stewardship. That being said, if we are serving those in our pews, we need to use language that does NOT trigger them!

Be sure there are opportunities to grow the parishioners in prayer – growing them closer to God and each other AND to grow in their giving of time & talent.

As highlighted earlier - from the book ChurchMoney – “When we successfully connect discipleship and giving, the money always follows. When we just aim for money, we miss out on both. ”

Reevaluation

- “We host prayer opportunities and two people come”.
- “It is always the same people who come to Adoration.”
- “Our last event had 10 people.”



If you are providing opportunities at the parish and there is limited participation or the same small crowd attends, it is time to take a step back and re-evaluate what you are doing.

Just like when you are riding a bike. When riding, you are pedaling and moving but until you leverage the gears, you are not going as fast as you could.

It isn't that the things you are doing are WRONG – but you are not getting engagement from the parishioners – then those events and activities are not serving the people as they could.

Tools

Date	Time	Topic
Tuesday, April 16 th	1:00 PM	Why You Should Run a Registration Drive - Zoom
Thursday, May 30 th	1:00 PM	What is Name Tag Sunday? - Zoom
Tuesday, July 30 th	8 AM-Noon	2024 Stewardship Workshop In-Person at MMCP

- Custom solution



There are a number of tools available to you.

There are 2 more Zoom webinars for you to consider.

Why you should run a Registration Drive – will address how to prepare and run a Registration drive. Many do not realize they should register with the parish. Of course, there has to be a reason FOR them to join. This will all be part of the discussion on April 16th.

For What is Name Tag Sunday – on May 30th, I will welcome guests from St. James in Franklin who have implemented Name Tag Sunday at their parish. We will discover the how and hear how it is going – with the ripple effect on the parish.

Custom Solution = Individual Parish Coaching

- Custom tailored solution
- Short-term & Long-term strategy

Tools

- Offertory Program
 - Comprehensive plan with bulletin, email, and other communication pieces
 - 3 letter series customized to your parish
 - Cost is print & postage

Welcome to the Zoom:
Joe Carlson, Trustee
St. Francis Borgia Parish
Cedarburg



The Offertory program offered by the Archdiocese is available to help the parishioners to increase their regular giving – or begin giving if they are not.

It is SO MUCH MORE than a series of letters.

It is a comprehensive plan to help effectively communicate the needs of the parish **and** to help the parishioners grow closer to Christ by giving of what our culture values most: Money.

Joe Carlson and the team at St. Francis Borgia began their Offertory program in the Fall of 2023. To date, they have seen their over \$200K shortfall in their budget be almost eliminated and a greater participation from the parishioners compared to their historical Fall ask for support.



Questions?

Q: Can we have an over amount of people greeting at any one time? A: Not really. Making sure people are not invisible as they enter church is an essential first step. Having “tiers” of greeters – some at the door – some a “layer” behind to catch anyone during a rush – and even a 3rd “layer” for those extra busy times helps make sure ALL are greeted.

Q: How do you invite someone to give time & talent? A: Everyone in any leadership role shares the responsibility to invite parishioners to volunteer. Reach out to me for some strategies since the focus today is specifically on Offertory.

Q: How do you know who had what talents within the parish? A: Building a relationship with the parishioners. Asking for specific volunteer needs with how much time is needed for the role. Happy to continue the conversation! Reach out to me.

Q: How do you connect with parishioners that only have a mailing address on file? A: Mail them! Send them more than just requests for money! Use a postcard – maybe with the image of the parish on front and mail them an invite to the next event at the parish with YOUR name & contact information. Tell them you will meet them at the event at a set time and how they will find you.

Q: Would you would recommend the program while we are in the early stages of the Love One Another Campaign? A: Absolutely not. Do the LOA first. And plan now for Offertory after.

Q: What is a teaching mass? A: A Mass where the elements of the Mass are explained as the Mass progresses. It is a great way to help people know how lucky we are to be Catholic.

Q: How often should parish give financial updates, esp. if struggling? A: In my opinion, pivot and plan how to share the great things the parish does with the money and the difference the parish is making in the community. In addition, plan out how to thank everyone and show gratitude for all they have done. I am not a fan of the table showing the income vs. the budget since to me it tells me the budget is off. It does not compel me to give. But, telling me the great impact & thanking me, and THEN asking for my support does. Have the numbers available for those who want the details – since some will want the numbers.

Q: Is that spreadsheet you referred to available on your website? A: This was in reference to a Stewardship Planning spreadsheet mentioned on an earlier slide. It is not on the website, but I am happy to share it with everyone who is interested. I want to connect first before using it to talk through how best it can serve the Stewardship needs at the parish.

Q: Are there any good greeter training resources available? A: Not that I know of right now. I plan to dig into this and discover some resources since it is a great need in our parishes.

PS - You can register a parish as a nonprofit with Canva for a free premium account - a great tool! Canva is wonderful and easy graphic-design tool to use even as a free account user. Utilizing the filter to identify Free content helps to avoid cost as well as copyright infringement.

Closing Prayer

*Lord of day and night, of beginnings and endings, as we prepare to conclude this meeting, we
once again lift up our hearts to you, Good and merciful Father.*

*We thank you for the gifts and blessings you so freely give to us, each and every day,
especially those we take for granted.*

*Help us to grow in our love of You. Guide us as we strive to bring more people to know You, to
love You and to serve You.*

Watch over us and protect us from all evil whether visible or invisible.

*May your blessing be upon us, now and always,
Amen.*



Thank you,
Joe!



Contact me!

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